

1 **ABSTRACT**

2       Declarative page view and click tracking systems and methods are  
3 described. To utilize page view and/or click tracking, a web page developer  
4 includes a link identifier in a function call or build anchor tag call of a web page.  
5 A tracking server identifies links that include the link identifier and replaces the  
6 links with modified links that include a tracking identifier for use with a tracking  
7 system. When a modified link is selected, tracking is initiated for the link. If the  
8 tracking cannot be initiated within a specified timeout period, a client is redirected  
9 to the site identified in the link without waiting for the tracking to occur.  
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